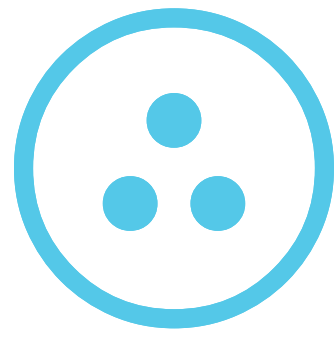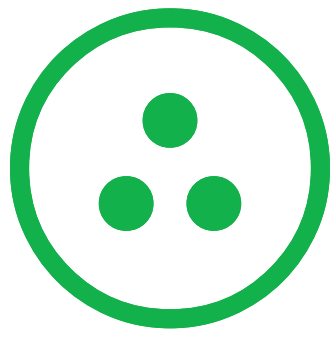# THE WORKING GROUP BRIEF

2025

MAY UPDATE

tag

BRAND SAFETY
MAY UPDATE

1. Updated the Working Group on **Keyword Exclusion Lists education.**

2. **X's Goldy Tenreiro- Brashi** joined the session to shared insights into their Community Notes tool.
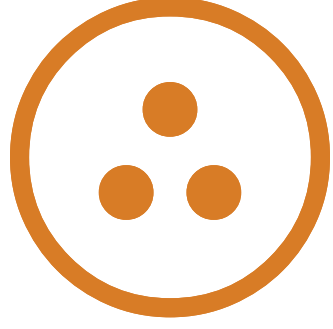
tag

1. TAG's Lisa Gansky spoke about the **impact of malvertising on ad fraud**. She shared some of the **tactics used to defraud** the ecosystem and real-world examples as well.
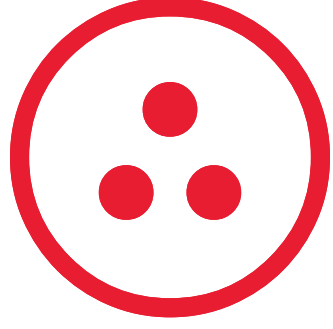
ANTI-MALWARE
MAY UPDATE

1. The group worked through member feedback of incorporating **Creative Tagging** as a requirement for the CAM program.

tag

TRANSPARENCY
MARCH UPDATE

1. TAG's Mike Zaneis emphasised that **transparency is the root of digital advertising in 2025** which is why the program and TAG TrustNet will have this focus.

2. TAG's Adrian Lacey provided an update on the progress of the certification.

3. TAG TrustNet's Phil Hayman shared the scope of the ongoing transparency benchmark **from close to 40 brands.**

WORKING GROUPS

NEXT MEETS

ANTI-FRAUD

May 14th 2025

BRAND SAFETY

May 28th 2025

ANTI-MALWARE

June 18th 2025

TRANSPARENCY

May 13th 2025

tag